

Who Owns the Media in Chicago?

The Chicago area is the nation's third-largest radio and television market. Despite being a large market, Chicago is dominated by a handful of media companies.

Just four companies control 58 percent of the Chicago area's local news market. Tribune Company, owner of the Chicago Tribune, WGN-AM 720 and WGN-TV, controls nearly one-fifth of the local news market for the entire Chicago area.

TELEVISION

Large conglomerates, such as **Tribune Co.**, **ABC/Disney**, **NBC/GE** and Rupert Murdoch's **News Corporation** dominate the Chicago TV market. ABC/Disney and News Corporation together control nearly half of the revenue in the market. News Corp., NBC/GE and Univision each own two stations ("duopolies"), accounting for nearly half of the full-power commercial stations in the market. Only three of the 13 full-power commercial TV stations in Chicago are locally owned and operated (Tribune's WGN, a CW affiliate; WJYS, an independent affiliate owned by Jovon Broadcasting; and WCIU, an independent affiliate owned by Weigel Broadcasting). Jovon's WJYS is the only commercial TV station owned by a racial or ethnic minority in the Chicago market. There are no full-power commercial stations in the greater Chicago area owned by women.

RADIO

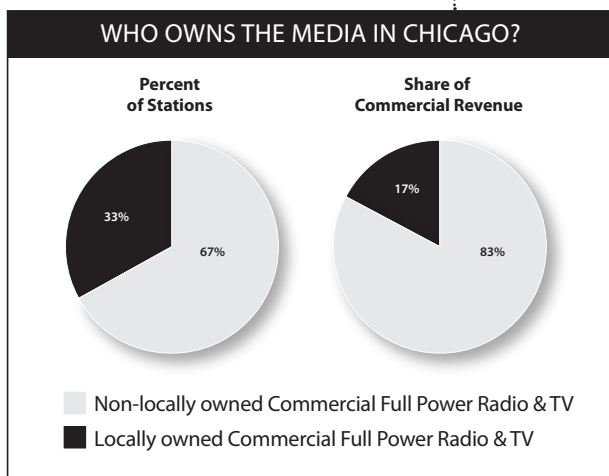
Clear Channel, **CBS**, **Tribune Co.** and **Bonneville International** are four national conglomerates that dominate the Chicago radio market, with Clear Channel and CBS each owning eight stations. Together, these four companies control over two-thirds of the revenue share in the Chicago market and capture over half of the entire Chicago radio audience. Nationwide, Clear Channel owns nearly 1,000 radio stations, CBS owns 140, and Bonneville owns 32. Non-local owners control nearly two-thirds of Chicago's commercial radio stations.

There are four minority owners in the market, controlling a total of four stations, or about 5 percent of all the commercial radio stations in Chicago: WJOB-AM 1230, controlled by Hammond, Indiana-based Vasquez Development, a Latino-female-owned company; WLTH-AM 1370, controlled by Texas-based Marshall

Media Group, an African-American-owned company; WNTD-AM 950, controlled by New York City-based Multicultural Radio Broadcasting; and WVON-AM 1690, controlled by Chicago-based and African-American-owned Midway Broadcasting. Vasquez Development, Marshall Media Group and Midway Broadcasting each own just a single station, while Multicultural Broadcasting is the country's largest Asian-American-owned company, with 43 stations nationwide.

NEWSPAPERS

The Chicago area is one of the few markets in the country with two viable major daily newspapers. The *Chicago Tribune* has a daily circulation over 565,000 and a Sunday circulation approaching 1 million copies. The Tribune is owned by Chicago-based Tribune Company, a national media giant that owns 12



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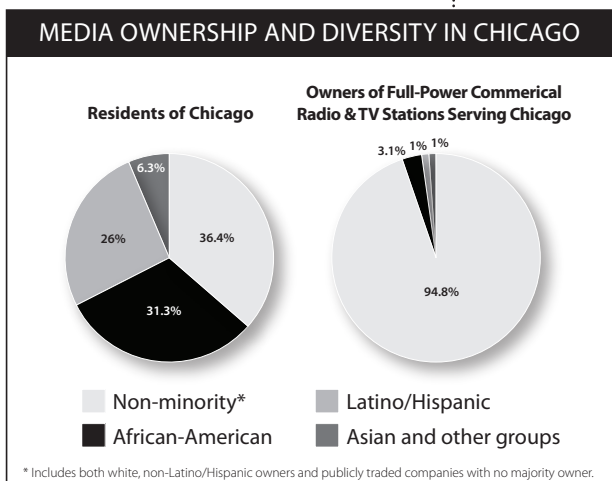
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dailies and 15 weeklies serving various markets nationwide. Tribune Co. also owns 24 full-power broadcast television stations nationwide, including Chicago's WGN. This cross-ownership is permitted because the combination was formed prior to 1975. Tribune also owns *Hoy*, the area's largest Spanish-language daily newspaper, and *RedEye*, a free daily targeting Chicago's 18-34 year-old population.

The *Chicago Sun-Times* has a daily circulation over 365,000 and is owned by Chicago-based Sun-Times Media Group, which also controls six additional dailies and 22 weekly papers targeting areas surrounding Chicago.

Chicago's other daily newspaper is *The Chicago Defender*, one of the nation's oldest black-owned dailies. The *Chicago Reader* is the area's major alt-weekly, with a circulation of just over 120,000 copies. The *Reader* was recently purchased by Atlanta-based Creative Loafing Inc., which owns weekly newspapers throughout the Southeast.



MEDIA OWNERSHIP IN CHICAGO DOESN'T REFLECT THE DIVERSITY OF ITS POPULATION

Racial and ethnic minorities are 41 percent of the population in the Chicago TV market; 42 percent of population in the Chicago radio market; and nearly two-thirds of the population in the city of Chicago. However, racial and ethnic minorities own only 5 percent of Chicago's full-power commercial radio and television stations. Chicago has one of the lowest levels of minority ownership among markets of its size and diversity. Among the nation's 22 largest radio markets, Chicago has the lowest level of minority ownership. Among the 10 largest radio markets, Chicago is the only market with single digit levels of minority ownership. Women own just 6 percent of Chicago's full-power commercial radio and television stations, despite comprising over half the population.

FCC DEREGULATION WOULD DEVASTATE THE AREA'S FEW INDEPENDENT VOICES

According to an analysis by the Consumer Federation of America, four firms control 58 percent of the entire local news market in Chicago. If the FCC were to further dismantle its few remaining rules mitigating media consolidation, the top four firms would likely increase their share to nearly 75 percent, with a single firm controlling one-third of the news audience.

TELL THE FCC TO STOP MEDIA CONSOLIDATION!

The official public hearing in Chicago on Sept. 20th is your opportunity to speak out. Visit StopBigMedia.com for more information.



For more information on media ownership and the Chicago hearing, visit StopBigMedia.com

